

# Nitish Bhardwaj.

## Senior Product Designer



### EXPERIENCE

#### Sr. Product Designer



Sep 2023 – Present, Gurgaon

- Designing UI for new tools and features on app.
- Creating interactive prototypes, and crafting intuitive UX flows.
- Elevate user engagement through in-app motion design
- Designing visually compelling landing pages for new launches.
- Collaborating closely with developers to ensure seamless implementation of interaction flows and prototypes.
- Leading and conducting photo/video shoots, also leveraging generative AI to create high-quality and impactful visuals for product catalogs.

#### Deputy Manager – Design



June 2022 – Present – 1 year 2 months, Gurugram

- Spearheaded motion design and interactive UI animations for the consumer app.
- Worked on creation of a comprehensive design system for motion design guidelines.
- Designed motion creatives for in-app monetization through partner brands as well as for
- digital, and outdoor media platforms.
- Executed/Directed photo and video shoots for different brand campaigns.
- Collaborated with cross-functional teams to align design plans with campaign briefs.
- Established an in-house studio for Reliance Retail brands, optimising content production.
- Monitored performance of live creatives and converging with data analysis team on retrospecting for future campaigns ref.

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New Delhi, India

#### Expertise

In-app Motion design (.json, lottie etc.)

Interactive prototyping

UI/UX design

Photography Cinematography

#### Industry Knowledge

Product Design

UX Research

Product strategy

Media production

#### Tools & Technologies

Figma, Adobe Photoshop,

Adobe Illustrator,

Adobe After Effects, Lottie,

Adobe Premier Pro, Protopie,

Webflow, Blender.

#### Portfolio

[www.linkedin.com/in/ nitish-bhardwaj92](https://www.linkedin.com/in/nitish-bhardwaj92)

**Assistant Manager – Design**

Sep 2023 – Present, Gurgaon

- Played an influential role within the core rebranding team (transition from Grofers to Blinkit). Focused on video-based visual communication across diverse digital platforms nationwide
- Curated and managed in-app .json animations for brand monetisation and consumer app functionality. (i.e. Splash screens, bottom nav)
- Curated compelling digital marketing content, including motion graphic ads and edited TVCs, for various platforms such as social media, OTT, and Google ads.
- Conceptualised innovative and trendy creatives for organic social media calendar.
- Monitored the performance of live creatives and conducted retrospective analysis to
- derive insights for future campaign planning.

**Assistant Manager – Content Design**

July 2015 – December 2021 – 5 years 6 months, Gurugram

- Successfully established and managed a fully functional in-house studio, optimizing workflow and enhancing the efficiency of in-house content production process.
- Spearheaded the development and adaptation of Product Image Guidelines, introducing innovative concepts for compelling product photography.
- Produced captivating lifestyle images for own-brand products, elevating Product Display Pages (PDP) and product catalogues, resulting in increased customer engagement.
- Conducted thorough analysis of e-grocery image trends across the web, gaining valuable insights to enhance the quality of Images on our platform.
- Collaborated closely with cross-functional teams to strategically plan product catalog designs and formats for new launches, and created packaging mockups for own-brand products.

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**Industry Knowledge**

Product Design

UX Research

Product strategy

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**Tools & Technologies**

Figma, Adobe Photoshop,

Adobe Illustrator,

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Adobe Premier Pro, Protopie,

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**Portfolio**

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## Product photographer

**grofers**

July 2015 - December 2021 - 5 years 6 months, Gurugram

- Conducted and organized product shoots, including prop selection to complement theme/mood/story.
- Executed product packaging shoots and food styling, proficiently handling diverse lighting setups.
- Edited and enhanced images with precision ensuring image quality adhered to brand- standards and guidelines before uploading on app.
- Collaborated with team members to achieve daily goals and meet deadlines.
- Led photo and video shoots for marketing and other departments, capturing promotional videos, process documentation, and Internal communication.

## Assistant Art Director



by **grofers**

July 2015 - December 2021 - 5 years 6 months, Gurugram

- Conducted and organized product shoots, including prop selection to complement theme/mood/story.
- Executed product packaging shoots and food styling, proficiently handling diverse lighting setups.
- Edited and enhanced images with precision ensuring image quality adhered to brand- standards and guidelines before uploading on app.
- Collaborated with team members to achieve daily goals and meet deadlines.
- Led photo and video shoots for marketing and other departments, capturing promotional videos, process documentation, and Internal communication.

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## Industry Knowledge

Product Design

User Interface

User Experience

Interaction Design

Wireframing

Rapid Prototyping

Design Research

## Tools & Technologies

Figma, Sketch, Protopie, Framer, Invision, Abstract, Zeplin, Google Analytics, Amplitude, Fullstory...

## Other Skills

HTML, CSS, jQuery

## Languages

French (native)

English (professionnal)

## Social

yoursite.com

linkedin.com/in/yourname

dribbble.com/yourname